



(No visible panels or battery box)

RSR Electric, LLC Becomes Exclusive Distributor of the Inovus Solar LED SmartPole™ and Visia™ LED Decorative Light Retrofits for MN

St. Paul, MN – December 15th, 2009 – RSR Electric, an innovator in providing high-performance, eco-friendly and cost-effective solar solutions for commercial, government, institutional and residential community applications, announced they are now offering a unique solar outdoor lighting product developed and manufactured through Inovus Solar™. The solar LED parking and area light resembles a common shoebox fixture and pole but is powered 100% by renewable energy instead of electricity. However, instead of using solar panels and a visible battery box the pole is wrapped in solar cells and the batteries and “brains” of the SmartPole™ are completely housed within the base of the pole.

The Inovus Solar LED SmartPole™ is made in the United States, and operates completely independent from the electric grid. The system consists of a high-performance modular LED light that is provided in any standard IES or custom light pattern needed. A 25 ft. pole internally houses the batteries and electronics within the base of the pole, and is wrapped with solar cells covered with a Teflon-like coating. It offers brilliant white LED lighting that can go up to 16 years between light source changes.

Rick Lowenberg, a partner for RSR Electric, commented, “RSR Electric is proud to partner with Inovus Solar to bring this innovative Solar LED SmartPole™ to the area. The SmartPole™ offers a functional, attractive solar lighting option with a great combination of value-added benefits and an affordable price. Solar LED outdoor lights provide brilliant white lighting; eliminate expensive trenching and electrical lines, significantly reduces the cost and labor for maintenance, and totally eliminates ongoing electrical energy costs.”

Innovative Solar LED Parking & Area Lighting System

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Clay Young, the co-founder and CEO of Inovus Solar added, “Working with RSR Electric should be great for our customers in the MN area. They are capable of offering a turn-key solution including site lighting design, our Solar LED SmartPole(s)[™], installation, maintenance and financing. This will be mutually beneficial to our customers and both companies.”

For more information on RSR Electric and the Inovus Solar SmartPole, call 651-690-1551 or visit www.Highland-Electric.com.

About RSR Electric, LLC

RSR Electric is a privately held MN company that provides high-performance, eco-friendly, cost-effective solar solutions for commercial, government, institutional and residential community applications. The company specializes in routine use applications like solar outdoor lighting and commercial and residential electrical contracting.

About Inovus Solar

Inovus Solar is a privately held Idaho based corporation dedicated to changing the world of outdoor lighting by utilizing renewable energy and innovative technology. Inovus engineers and manufactures lighting products using strict quality control methods as well as creative applications of technology to enhance efficiency and robustness.

Contact:

Derek Nissen
RSR Electric, LLC (dba Highland Electric)
(651) 690-1551
sales@highland-electric.com

Nic Kawaguchi
Inovus Solar
(208) 908-0627
nkawaguchi@inovussolar.com